

Subject: Re: Re: Thank you and insertsboundary="Apple-Mail=_7C6F291E-3D1B-4D64-A65B-D236779AB49E"
From: "Dawn Eastin" <dawn@downtownnews.com>
Date: 01/07/2016 03:28 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

I think it would be best for your PR team to contact Jon and discuss so that he has all of the information.

*Dawn Eastin
General Manager
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On Jan 7, 2016, at 3:21 PM, Henna Sherzai wrote:

Do you think it would be a problem to run on the 25th? We would only be distributing hard copies of the report at the GMM on the 21st. It's a private function and not open to the press.

From: Dawn Eastin [mailto:dawn@downtownnews.com]
Sent: Thursday, January 07, 2016 10:42 AM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Thank you and inserts

Yes, the earlier the better. If they can send them over tomorrow or Monday that would be great so we have time to put the story together for the 1/18 issue.

Dawn

*Dawn Eastin
General Manager
L.A. Downtown News*

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On Jan 7, 2016, at 9:11 AM, Henna Sherzai wrote:

Hi Dawn,

I wanted to follow up to confirm the issue for survey coverage. Our PR agency is going to reach out and send the materials over early next week. Do you know if you were planning to cover in the 1/25 issue (in your email)? I ask because we have a presentation of the report and survey findings at the 1/21 CCA GMM meeting. We wanted to make sure you had everything you needed if you wanted to run it for 1/18 and have it out before 1/21.

From: Dawn Eastin [<mailto:dawn@downtownnews.com>]

Sent: Tuesday, December 22, 2015 9:23 AM

To: Henna Sherzai <HSherzai@downtownla.com>

Subject: Re: Thank you and inserts

Yes, I remember that. Well the price is quite different, it would be about \$8K for the cover we discussed. Not sure what your printing cost will be for the inserts which could make a difference.

The price I quoted you for the inserts was for 40K our full distribution. They would need to be delivered to the printer by the Wednesday prior to the publication they would be inserted. So for the issue of January 25 they would need to be delivered to our printer in Ontario by January 20.

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On Dec 22, 2015, at 9:06 AM, Henna Sherzai wrote:

Thanks, Dawn! It wouldn't hurt to have the cost for both. I mentioned it in our staff meeting after we met. It sounds like there was some demand for posters of the infographic in 2013 so I'm beginning to think a good quality insert is the way to go. I think a lot of people held on to it.

If we sent you all of the press materials by 1/12, how many printed inserts would you need and when would they need to be delivered?

From: Dawn Eastin [<mailto:dawn@downtownnews.com>]

Sent: Monday, December 21, 2015 5:53 PM

To: Henna Sherzai <HSherzai@downtownla.com>

Subject: Thank you and inserts

Thank you for breakfast, Henna. I love the new direction for the marketing committee.

On the pricing for the possible inserts for the demographic study. The cost would be \$1760.

I know cost was an issue, let me know if you would still like pricing on the Spadea (1/2 front, full back).

Dawn

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